

# CENTRAL EASTERN EUROPE: EMERGING MARKETS WITH GREAT POTENTIAL



The CEE, or Central and Eastern Europe, business region is home to over 110 million people, almost double of those in the UK. A massive opportunity for consumers and potential customers! The region is included in an initiative launched in 2012 by the Prime Minister to support UK Export to selected regions with high value potential.

This innovative partnership was formed between DIT (Department for International Trade), the British Government, and the British Chambers of Commerce across the globe.



The combined GDP of the region is £1 trillion

- GDP will continue to grow at a rapid rate of at least 3% over the next four years

Central and Eastern Europe's annual growth has been 3.4% over the last two years

- This is much higher compared to the Eurozone's 1.6% and the UK's 2.7%
- Though the growth isn't as high as the BRIC's (4%), the risks and costs are significantly lower

CEE has a low public debt of 52.5%, compared to the Eurozone's average of 90%

The region will receive £125 billion for EU funding until 2020

A high number of budget airline connections means the CEE is reachable within 2-3 hours from the UK

The British Brand is well liked and respected throughout the CEE

Chambers of Commerce in the CEE Region in the Overseas Business Network:  
Czech Republic, Hungary, Poland, Romania, Slovakia, Slovenia.



British Chamber of Commerce  
in the Slovak Republic



Department for  
International Trade

## OPTIMISE YOUR COSTS:

Central and Eastern Europe currently has very competitive purchasing power with lower labour costs that can be used as an incentive to invest in the region while costs are still low enough. High levels of tertiary education and English proficiency make this region very attractive for British businesses and companies.

## OPEN TO EXPORT!

The UK exports much less to the CEE than any of EU-3 countries. Aligned with the Government's ambition to double UK exports to £1 trillion and increase the number of exporters by 100,000 by 2020, the Chambers of Commerce have established business centres and a suite of services to help British SME businesses. Each local British Chamber of Commerce in the CEE region offers a large portfolio of services to help your business understand the potential of this market and support export.



## CHAMBER CONTACTS:

British Chamber of Commerce in the Czech Republic Florentinum Na Florenci 2116/15 Prague 1 Czech Republic <a href="http://www.britishchamber.cz">www.britishchamber.cz</a>	British Chamber of Commerce in the Slovak Republic British Slovak Business Centre Mostová 6 811 02 Bratislava Slovakia <a href="http://www.britcham.sk">www.britcham.sk</a>
British Polish Business Centre ul. Zielna 37 00 - 108 Warsaw Poland <a href="http://www.bpcc.org.pl">www.bpcc.org.pl</a>	British Romanian Business Centre 1-5 Strada Gen. David Prapogescu Sector 2 Bucharest Romania <a href="http://www.brcconline.eu">www.brcconline.eu</a>
British Business Centre Eiffel Palace, 6th Floor Bajcsy-Zsilinszky út 78 Budapest <a href="http://www.bcch.com">www.bcch.com</a>	British-Slovenian Chamber of Commerce Vošnjakova 1 1000 Ljubljana Slovenia <a href="http://www.bscc.si">www.bscc.si</a>



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Winner of the COBCOE  
Chamber of the Year 2016 Award  
Chamber of the Year 2015 Award

Best Small Chamber Award 2014